APPENDIX 7: DATA TABLES

FOOD & HEALTHY AGEING

Market Segmentation Report

Data Tables

TABLE OF CONTENTS

ABOUT

"The value of data ultimately depends on how it is used"

The Data Sharing Frameworks, Technical White Paper, (2017)

This report contains 169 data tables from data collected through the Food and Healthy Ageing Market Segmentation activity, a partnership between the South Australian Government's Primary Industries and Regions South Australia (PIRSA) and Regional Development Australia Adelaide Hills Fleurieu & Kangaroo Island (RDA). The project set out to define the 60+ aged cohort to provide better market intelligence for the local food industry for the purpose of development or refinement of targeted food products for the older market.

Sharing information and data can provide economic benefits, operational and policy improvements and lead to innovation across sectors. These data tables have been provided as a resource for any organisations (beyond food and beverage producers) who work with or have a significant customer base of people aged 60 years or over to assist with product and service development for the 60+ aged cohort.

No interpretation of the data tables has been provided. Any interpretation should be made with consideration to the reader's situation and any other research being undertaken.

SEGMENTATION METHODOLOGY

The Food and Healthy Ageing Survey was conducted in May 2018 based on information collected in consultation with South Australian food and beverage producers, associated organisations and consumer focus groups with all participants aged 60+ years. The survey received 842 responses. Note only 2% of responders were aged 80+ years. Segmentation analysis was then conducted on the data collected.

The segmentation was conducted using Latent Class Analysis (LCA) by KPMG Australia. LCA is a mixed-mode segmentation method allowing the creation of segments using a combination of numeric and categorical data.
LCA uses probability modelling to maximize the overall fit of the model to the data. For each survey respondent, the analysis delivers the probability of belonging to each cluster (segment). Respondents are assigned to the cluster to which they have the highest probability of belonging.
The LCA was carried out iteratively with the majority of behavioural and attitudinal variables (collected in the survey) included in the analysis. Variables that did not differ significantly between segments were removed, and the segmentation analysis re-run through multiple iterations to maximise the efficiency of the segmentation model.

The segmentation identified 4 distinct segments:

- *Isolated*
- *Proactive Health Conscious*
- *Reactive Health Conscious; and*
- *Disengaged*

The segmentation modelling was then also applied to all variables collected through the survey and provided in the tables contained in this report.

SEGMENTATION

Each segment are described as follows:

Segment 1: Isolated

The Isolated (I) segment generally live alone. They earn less on average and are more likely than other segments to rent their home - leading to lower levels of financial security. They usually eat and shop alone and, while they mostly prepare their own meals, they are more likely than other segments to eat ready-made meals. While recognising the importance of healthy eating and exercise, they generally place less value on the social aspects of eating.

Segment 2: Proactive Health Conscious (PHC)

The Proactive Health Conscious (PHC) typically live as couples in their own home. They tend to have high income levels, high weekly spend on food and high levels of financial security. PHCs often shop with their partner, and usually cook at home. PHCs tend to be health conscious placing high levels of importance on eating healthy foods, exercising and eating socially with family and friends. PHCs keep themselves informed through their own food research. PHCs are health conscious placing high levels of importance on exercise and eating healthy meals. They are less likely to have made a dietary change in recent years.

Segment 3: Reactive Health Conscious (RHC)

The Reactive Health Conscious (RHC) also live mostly as couples in their own home. They have moderate to high income levels, and this is reflected in their weekly food shopping spend and feelings of financial security. RHCs usually shop alone or with their partner, and mostly cook their own meals at home. Like PHCs, RHCs tend to be health conscious although they are less inclined toward exercise than PHCs. RHCs place greater trust in the advice of GPs and dietitians (than PHCs) and this may contribute to why they report above average levels of recent dietary change.

Segment 4: Disengaged

The Disengaged (D) individual are usually couples living in their own home, although they are more likely than other segments to be living with other family members. Ds tend to have average levels of income, food spend and financial security. They are more likely than other segments to leave shopping and food preparation to others, and less likely to cook at home. Ds are more inclined than others to eat takeaway and (to a lesser extent) ready-made meals. They are generally less health conscious than other segments placing lower importance on healthy eating, exercise and social eating. Ds are less likely to have made recent changes to their diet and, while they place most trust in their GP, when it comes to food advice they are open to magazine and online sources of information.

Further information on the above Segments and the Food and Healthy Ageing activity can be found in the Food and Healthy Ageing Market Segmentation Report, June 2018.

DATA TABLES

Figures in **Blue** show significantly higher number of responses in that category than other segments

Figures in **Red** show significantly lower number of responses in that category than other segments

AGE

Question 1: What is your Age?

a) 60-64 years
b) 65-69 years
c) 70-74 years
d) 75-79 years
e) 80-84 years
f) 85 + years

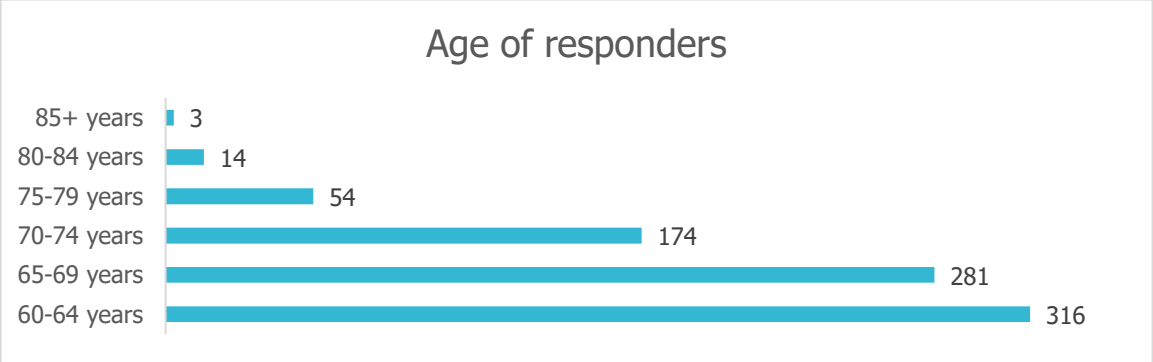


Table 1 Age

Age					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
60 - 64 years	33%	41%	37%	42%	38%
65 - 69 years	35%	32%	35%	30%	33%
70 - 74 years	22%	21%	20%	19%	21%
75 - 79 years	7%	6%	6%	6%	6%
80+ years	4%	0%	2%	2%	2%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

GENDER

Question 2: What is your gender?

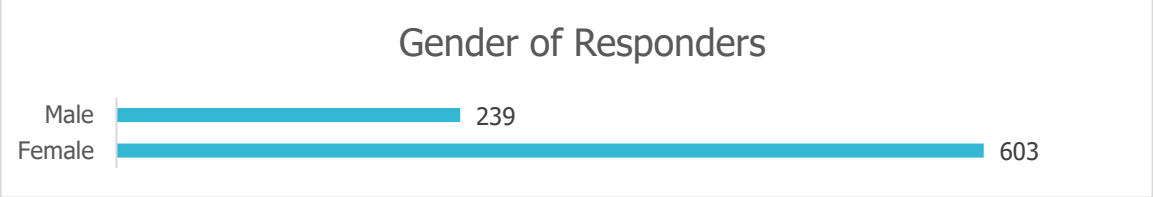


Table 2 Gender

Gender					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Male	17% ↓	33%	25%	46% ↑	28%
Female	83% ↑	67%	75%	54% ↓	72%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

HOUSE HOLD TYPE

Question 3: Do you live:

a) *Alone*
b) *With partner/spouse*
c) *With extended family*
d) *Other*

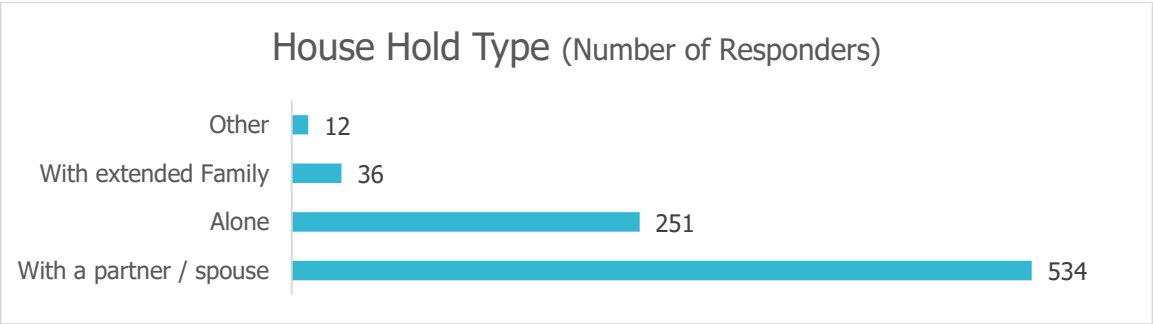


Table 3 House Hold Type

HH Type by BANNER 2

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Alone	96% ↑	1% ↓	0% ↓	2% ↓	30%
With a partner / spouse	2% ↓	94% ↑	93% ↑	88% ↑	64%
With extended family	1% ↓	3%	6%	9% ↑	4%
Other	1%	2%	1%	2%	1%
NET	100%	100%	100%	100%	100%
Column n	258	156	249	170	833
Total sample; Unweighted; base n = 833; total n = 842; 9 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

LIVING ARRANGEMENTS

Questions 4: From the below what best describes your living arrangements?

a) Owner Occupier
b) Renting
c) Granny Flat
d) Retirement Village
e) Residential Aged Care Facility
f) Other

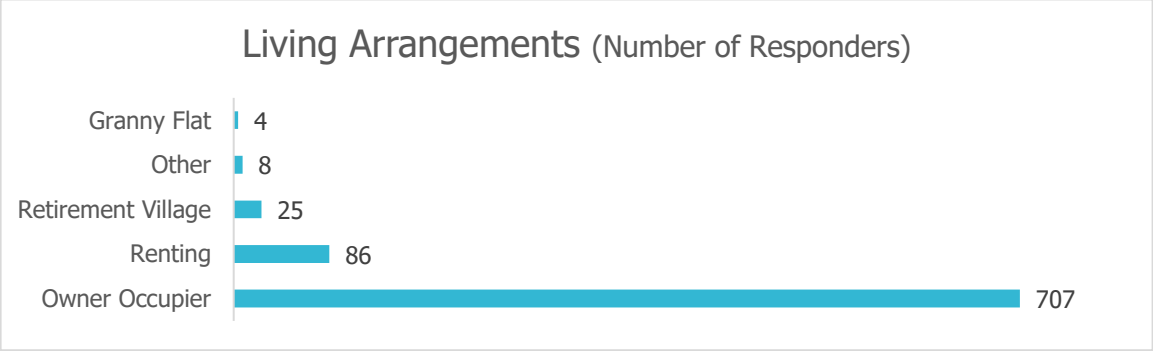


Table 4 Living arrangements

Living arrangements					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Owner occupier	71% ↓	96% ↑	90% ↑	90%	85%
Renting	22% ↑	3% ↓	6% ↓	6%	10%
Granny flat	1%	1%	0%	1%	0%
Retirement village	5% ↑	0% ↓	3%	3%	3%
Other	1%	1%	1%	1%	1%
NET	100%	100%	100%	100%	100%
Column n	255	158	250	167	830
Total sample; Unweighted; base n = 830; total n = 842; 12 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

HOUSE HOLD INCOME

Question 5: What is your weekly income, after tax?

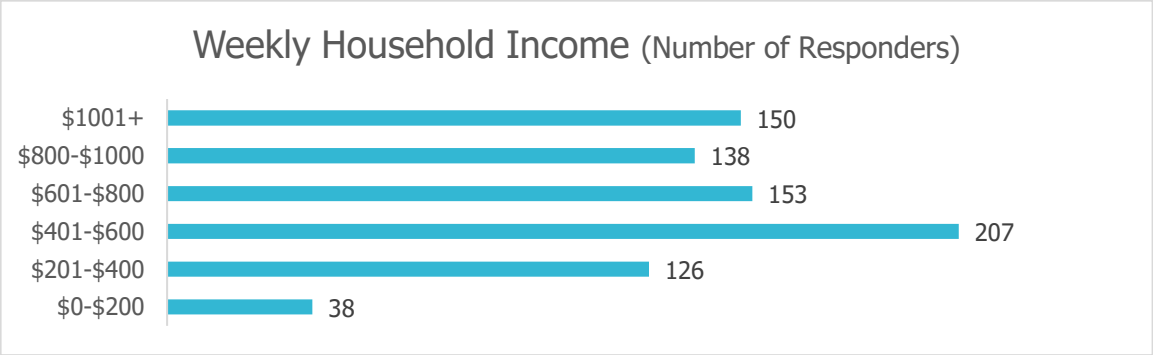


Table 5 House Hold income

HH income					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
$0 - $200	6%	3%	5%	4%	5%
$201 - $400	25% ↑	5% ↓	10% ↓	18%	16%
$401 - $600	35% ↑	16% ↓	20%	26%	25%
$601 - $800	16%	24%	18%	20%	19%
$801 - $1,000	12% ↓	17%	22% ↑	17%	17%
$1,001 +	5% ↓	35% ↑	25% ↑	14%	18%
NET	100%	100%	100%	100%	100%
Column n	251	153	245	163	812
Total sample; Unweighted; base n = 812; total n = 842; 30 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

INCOME SOURCES

Question 6: What are your main sources of income?

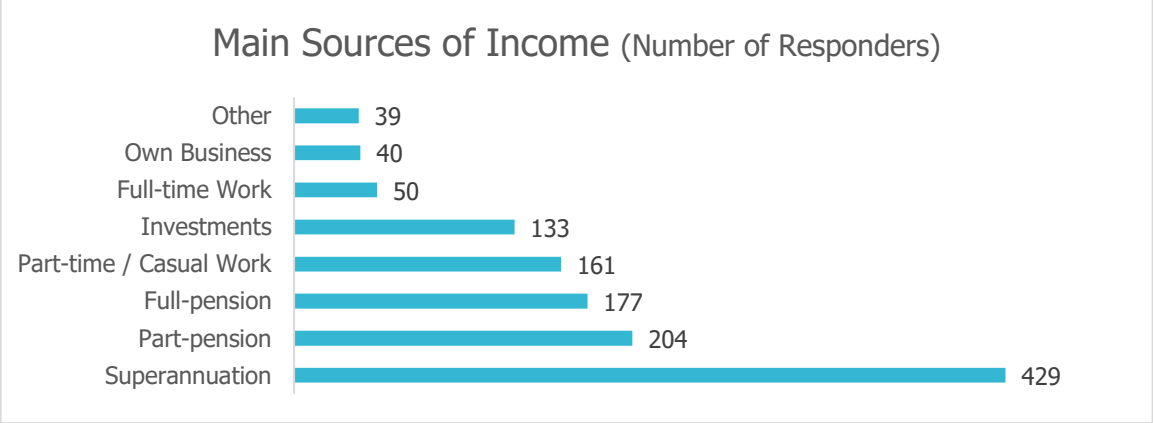


Table 6 Main income: Full pension

Main income: Full pension

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	70% ↓	85%	84% ↑	80%	79%
Yes	30% ↑	15%	16% ↓	20%	21%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 7 Main income: Part pension

Main income: Part pension

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	77%	81%	73%	73%	76%
Yes	23%	19%	27%	27%	24%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 8 Main income: Superannuation

Main income: Superannuation

Column %	Segments FINAL1				
	Isolated	PHC	RHC	Disengaged	NET
No	58% ↑	36% ↓	45%	53%	49%
Yes	42% ↓	64% ↑	55%	47%	51%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 9 Main income: Investments

Main income: Investments

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	87%	79%	85%	84%	84%
Yes	13%	21%	15%	16%	16%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 10 Main income: Part-time or casual work

Main income: Part-time or casual work

Column %	Segments FINAL1				
	Isolated	PHC	RHC	Disengaged	NET
No	84%	75%	82%	80%	81%
Yes	16%	25%	18%	20%	19%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 11 Main income: Full-time work

Main income: Full-time work

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	98% ↑	95%	90% ↓	93%	94%
Yes	2% ↓	5%	10% ↑	7%	6%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 12 Main income: Own business

Main income: Own business

Column %	Segments FINAL1				
	Isolated	PHC	RHC	Disengaged	NET
No	97%	93%	95%	95%	95%
Yes	3%	7%	5%	5%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 13 Main income: Other

Main income: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	92% ↓	98%	95%	98%	95%
Yes	8% ↑	2%	5%	2%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

FINANCIAL SECURITY

Question 7: How financially secure do your feel?

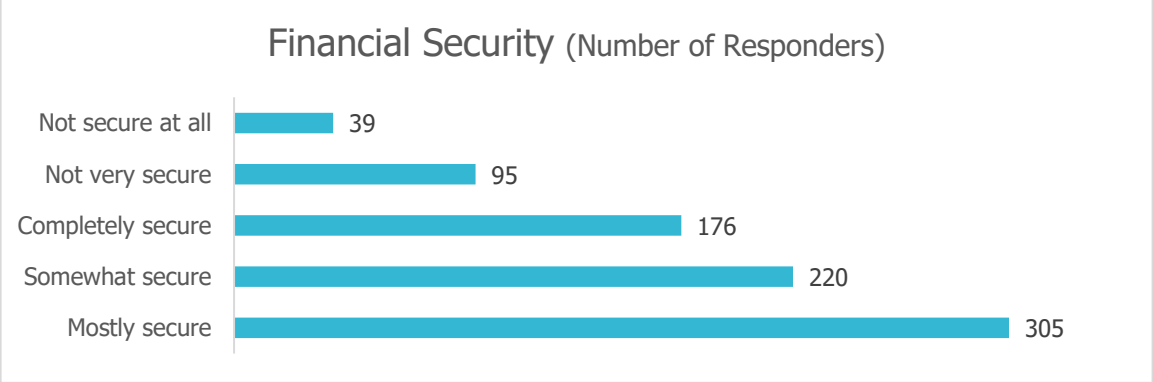


Table 14 Financial security

Financial security					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not secure at all	8% ↑	2%	2%	6%	5%
Not very secure	16%	9%	8%	13%	11%
Somewhat secure	26%	22%	26%	32%	26%
Mostly secure	29% ↓	42%	41%	35%	37%
Completely secure	21%	25%	23%	14%	21%
NET	100%	100%	100%	100%	100%
Column n	258	159	248	170	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

LOCATION

Question 8: Where are you located?

a) Metropolitan Adelaide
b) Regional South Australia

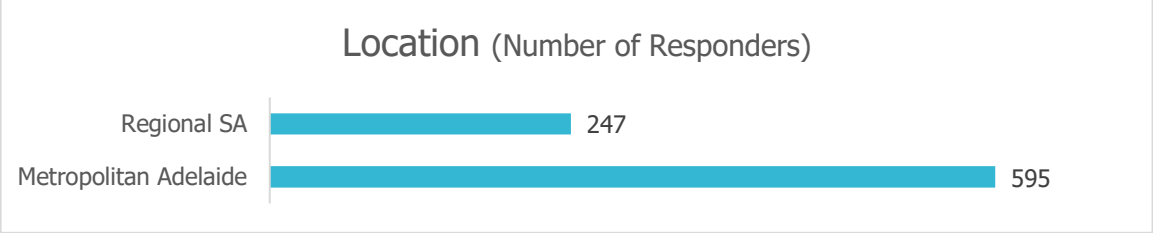


Table 15 Location

Location					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Regional	28%	23%	32%	34%	29%
Metro	72%	77%	68%	66%	71%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Question 9: What town in Regional SA do you live?
Data not provided.

Question 10: Post code.
Data not provided.

HEALTH PERCEPTION

Question 11: How do you rate your overall health?

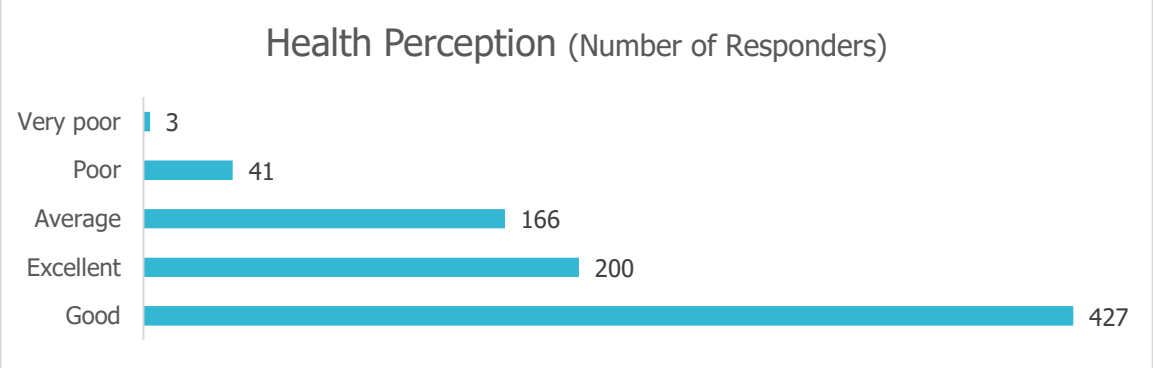


Table 16 Overall health

Overall health

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Very poor	0%	0%	0%	1%	0%
Poor	8% ↑	1% ↓	4%	6%	5%
Average	21%	18%	15%	26%	20%
Good	48%	48%	52%	55%	51%
Excellent	22%	33% ↑	29%	12% ↓	24%
NET	100%	100%	100%	100%	100%
Column n	258	159	250	170	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

DRIVING A CAR

Question 12: Do you still drive a car?

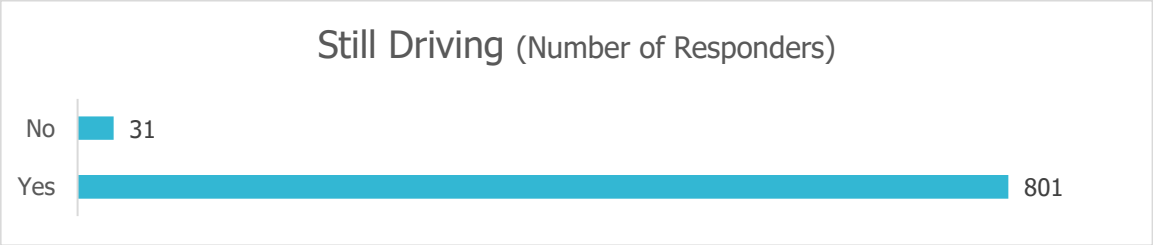


Table 17 Drive car

Drive car					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Non-driver	7% ↑	3%	3%	1% ↓	4%
Driver	93% ↓	97%	97%	99% ↑	96%
NET	100%	100%	100%	100%	100%
Column n	257	159	247	169	832
Total sample; Unweighted; base n = 832; total n = 842; 10 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

EDUCATION LEVEL

Question 13: What is your highest level of educational attainment:

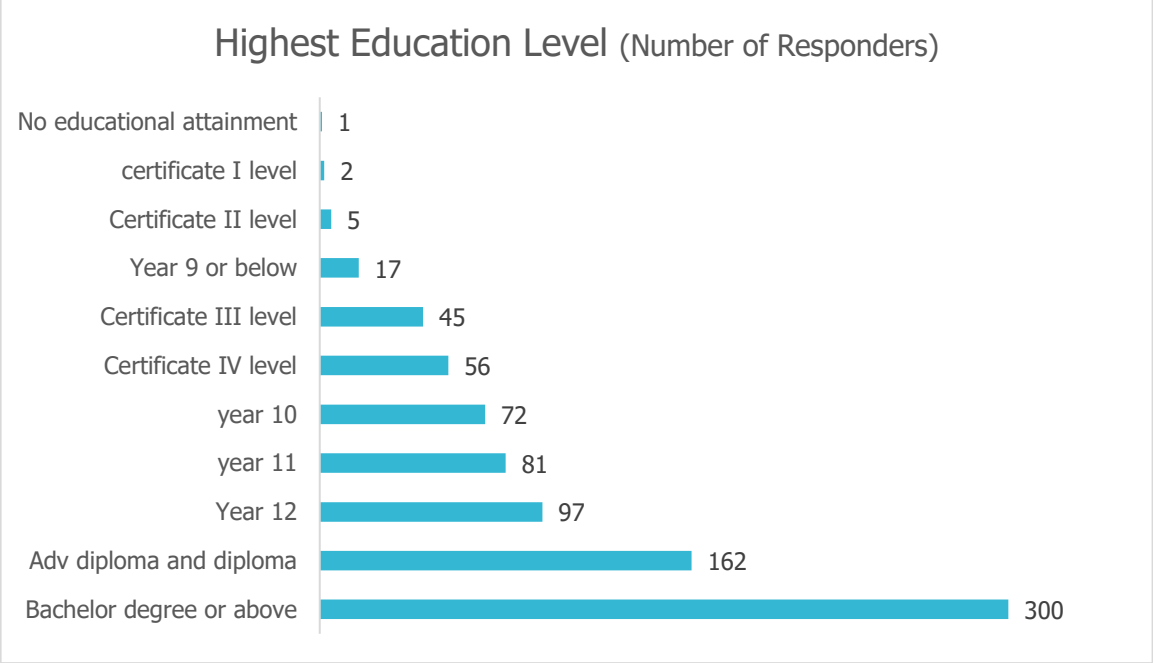


Table 18 Education level

Education level					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No educational attainment	0%	0%	0%	0%	0%
Year 9 or below	3%	1%	1%	4%	2%
Year 10	10%	9%	9%	6%	9%
Year 11	7%	13%	8%	14%	10%
Year 12	15%	9%	12%	9%	12%
Certificate level I	0%	0%	0%	1%	0%
Certificate level II	0%	1%	0%	1%	1%
Certificate level III	4%	5%	4%	9%	5%
Certificate level IV	7%	3%	9%	5%	7%
Adv. diploma and diploma	19%	18%	23%	17%	19%
Bachelor degree level or above	36%	41%	35%	34%	36%
NET	100%	100%	100%	100%	100%
Column n	259	158	251	170	838
Total sample; Unweighted; base n = 838; total n = 842; 4 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

HOURS SPENT WITH OTHERS

Question 14: On average, how many hours per week do you spend with people other than those your live with?

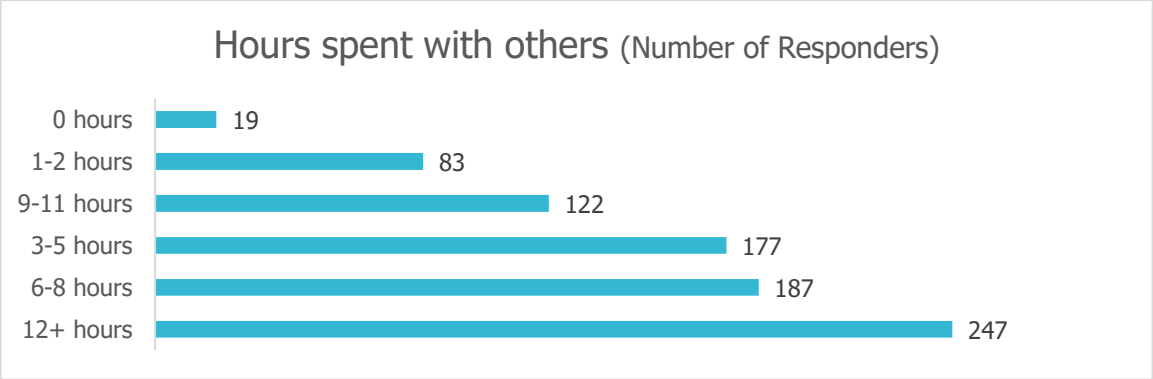


Table 19 Hours spent with others

Hours spent with others

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
0 hours	2%	4%	1%	3%	2%
1 - 2 hours	8%	8%	10%	15%	10%
3 - 5 hours	20%	15%	21%	30% ↑	21%
6 - 8 hours	23%	19%	25%	21%	22%
9 - 11 hours	16%	14%	17%	8%	15%
12+ hours	30%	40% ↑	27%	23%	30%
NET	100%	100%	100%	100%	100%
Column n	259	159	248	169	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

EXERCISE

Question 15: In an average week, how many hours do you spend doing physical exercise?

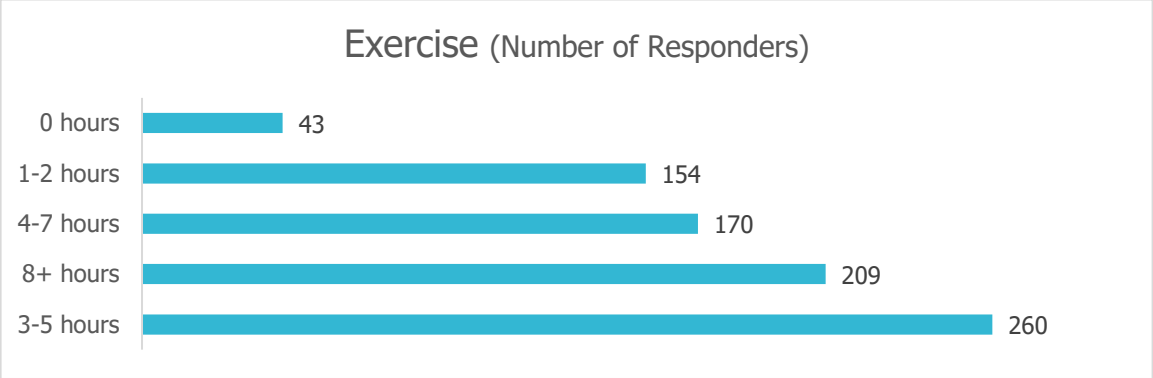


Table 20 Hours of exercise

Hours of exercise					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
0 hours	6%	4%	3%	8%	5%
1 - 2 hours	16%	15%	14%	32% ↑	18%
3 - 5 hours	31%	27%	35%	28%	31%
6 - 7 hours	20%	22%	21%	18%	20%
8+ hours	26%	32%	27%	14% ↓	25%
12+ hours	0%	0%	0%	0%	0%
NET	100%	100%	100%	100%	100%
Column n	261	157	249	169	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

FOOD DECISION MAKER

Question 16: Who makes the majority of the food decisions in your home?

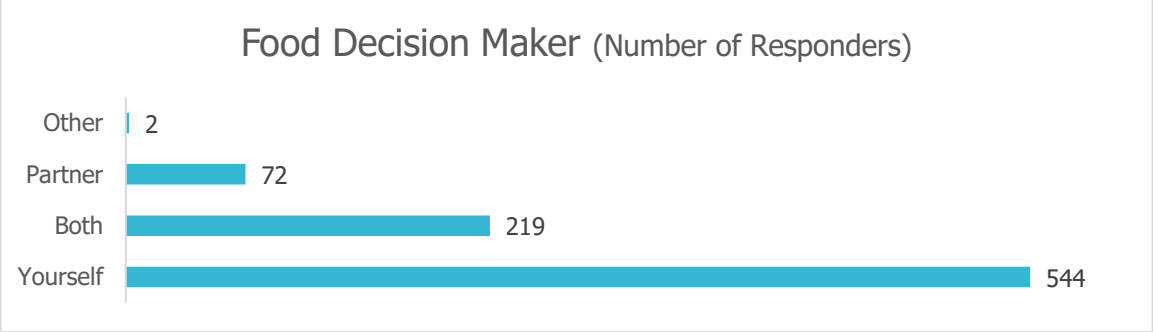


Table 21 Food decision maker

Food decision maker

Column %	Segments FINAL1				
	Isolated	PHC	RHC	Disengaged	NET
Yourself	100% ↑	48% ↓	56% ↓	41% ↓	65%
Partner	0% ↓	11%	6%	23% ↑	9%
Both	0% ↓	41% ↑	38% ↑	35% ↑	26%
Other	0%	0%	0%	1% ↑	0%
NET	100%	100%	100%	100%	100%
Column n	260	159	250	168	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

FOOD PREPARER

Question 17: Who prepares the majority of meals in your home?

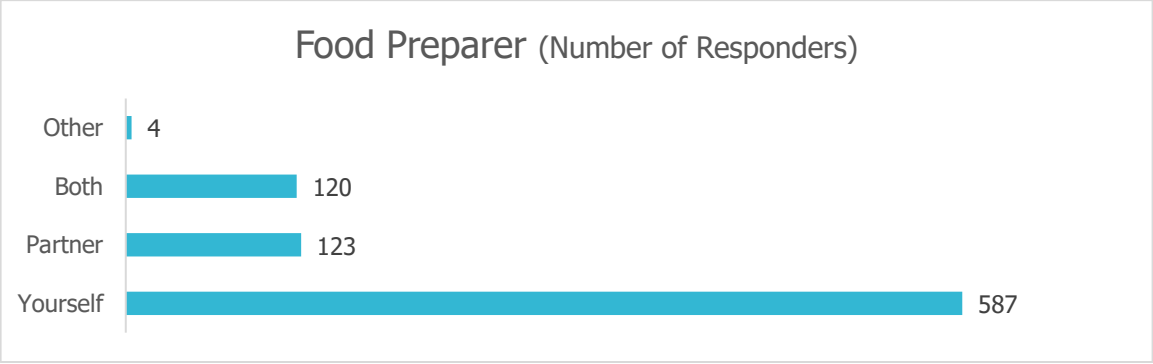


Table 22 Food preparer

Food preparer					
Column %	Segments FINAL1				
	Isolated	PHC	RHC	Disengaged	NET
Yourself	99% ↑	56% ↓	66%	46% ↓	70%
Partner	0% ↓	19%	15%	33% ↑	15%
Both	0% ↓	25% ↑	20% ↑	19%	14%
Other	1%	0%	0%	1%	0%
NET	100%	100%	100%	100%	100%
Column n	258	158	250	168	834
Total sample; Unweighted; base n = 834; total n = 842; 8 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

EATING ALONE

Question 18: How many times a week do you eat your main meal on your own?

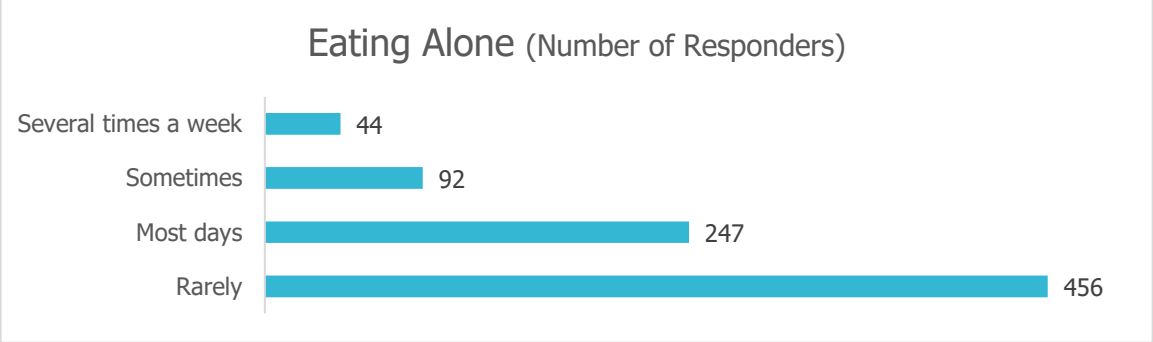


Table 23 Times eat alone

Times eat alone					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Never	0%	0%	0%	0%	0%
Rarely	0% ↓	82% ↑	79% ↑	76% ↑	54%
Sometimes	5% ↓	12%	14%	15%	11%
Several times a week	10% ↑	0% ↓	5%	4%	5%
Most days	85% ↑	6% ↓	2% ↓	5% ↓	29%
NET	100%	100%	100%	100%	100%
Column n	261	159	250	169	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

WEEKLY FOOD SPEND

Question 19: On average, for your household, how much would you spend on food shopping each week?

Table 24 Weekly food spend

Weekly food spend

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
$0 - $50	16% ↑	0% ↓	1% ↓	2%	6%
$51 - $100	46% ↑	9% ↓	12% ↓	16% ↓	23%
$101 - $150	29% ↓	43%	41%	45%	38%
$151 - $200	7% ↓	28%	31% ↑	25%	22%
$200+	3% ↓	20% ↑	15% ↑	11%	11%
NET	100%	100%	100%	100%	100%
Column n	261	158	250	169	838
Total sample; Unweighted; base n = 838; total n = 842; 4 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

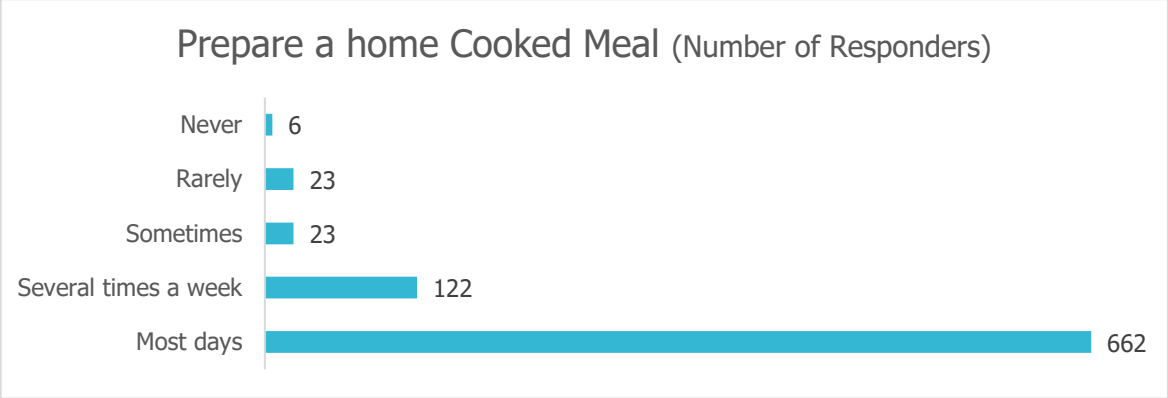
FAVOURITE MEALS

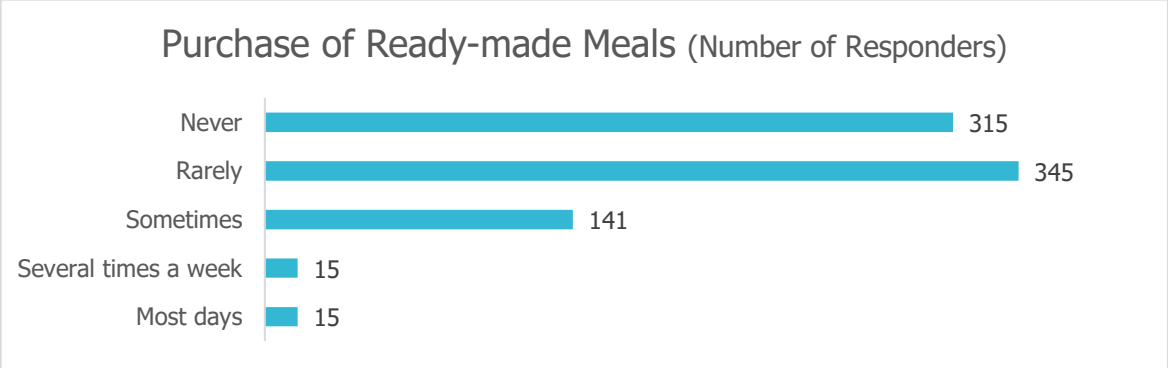
Question 20: Name your three favourite Meals
Data not provided. Can be made available on request.

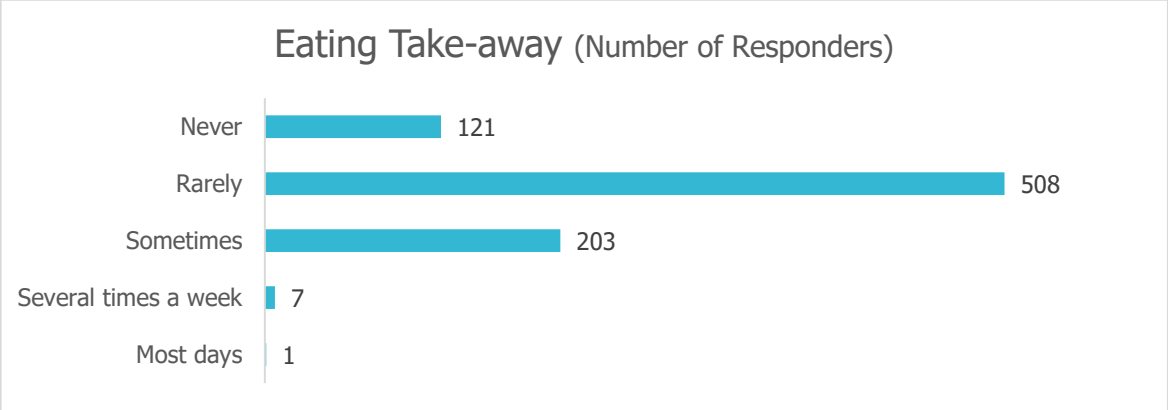
FOR MAIN MEAL

Question 21: For your main meal each day, how often each week do you:

a) *Prepare a home cooked meal?*
b) *Eat a purchased ready-made meal i.e. frozen/microwave meal*
c) *Eat take-a-way*
d) *Access delivery services (such as Meals on Wheels or Lite'n'Easy)*







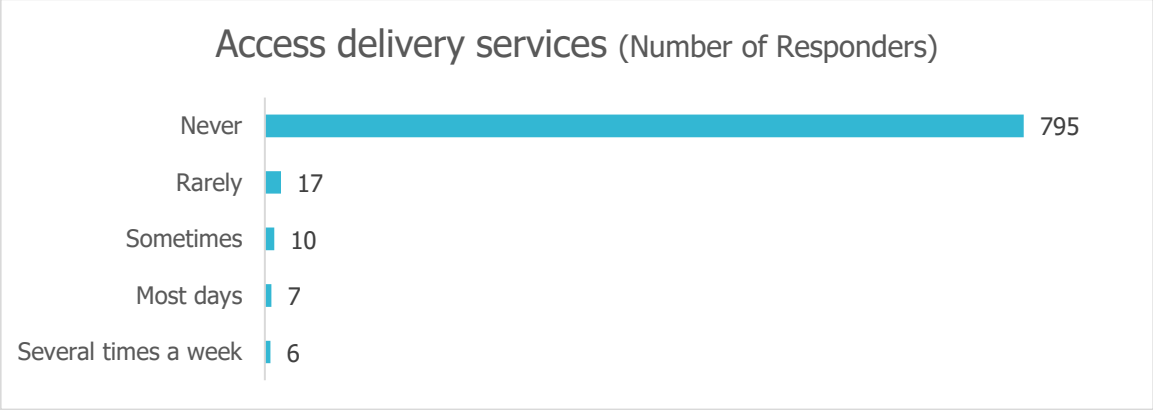


Table 25 Home cooking frequency

Home cooking frequency

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Never	2% ↑	1%	0%	0%	1%
Rarely	5% ↑	0% ↓	0% ↓	6% ↑	3%
Sometimes	7% ↑	1%	1% ↓	1%	3%
Several times a week	20% ↑	4% ↓	11%	21% ↑	15%
Most days	66% ↓	94% ↑	88% ↑	72% ↓	79%
NET	100%	100%	100%	100%	100%
Column n	259	159	249	169	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 26 Ready-made meal frequency

Ready made meal frequency

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Never	27% ↓	57% ↑	46% ↑	24% ↓	38%
Rarely	43%	35%	42%	44%	42%
Sometimes	21%	7% ↓	12% ↓	28% ↑	17%
Several times a week	4% ↑	1%	0% ↓	2%	2%
Most days	5% ↑	0%	0% ↓	2%	2%
NET	100%	100%	100%	100%	100%
Column n	257	158	248	168	831
Total sample; Unweighted; base n = 831; total n = 842; 11 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 27 Takeaway frequency

Takeaway frequency

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Never	24% ↑	12%	12%	5% ↓	14%
Rarely	53% ↓	64%	66%	60%	60%
Sometimes	22%	25%	22%	32%	24%
Several times a week	1%	0%	0%	2%	1%
Most days	0%	0%	0%	1%	0%
NET	100%	100%	100%	100%	100%
Column n	259	159	251	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 28 Delivery service frequency

Delivery service frequency

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Never	92%	99%	98%	93%	95%
Rarely	2%	1%	2%	4%	2%
Sometimes	2%	0%	1%	1%	1%
Several times a week	2%	0%	0%	1%	1%
Most days	2%	0%	0%	1%	1%
NET	100%	100%	100%	100%	100%
Column n	257	158	251	169	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

DIET

Question 22: Name any specific diets you currently follow:

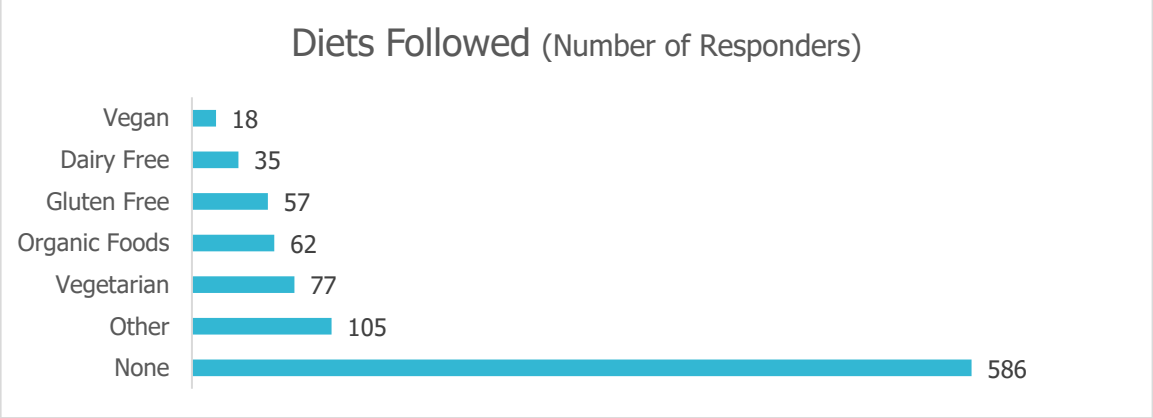


Table 29 Diet: Vegetarian

Diet: Vegetarian

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	86% ↓	92%	92%	96% ↑	91%
Yes	14% ↑	8%	8%	4% ↓	9%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 30 Diet: Vegan

Diet: Vegan

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	99%	97%	96%	99%	98%
Yes	1%	3%	4%	1%	2%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 31 Diet: Gluten free

Diet: Gluten free

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	93%	94%	92%	95%	93%
Yes	7%	6%	8%	5%	7%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 32 Diet: Dairy free

Diet: Dairy free

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	97%	95%	97%	96%
Yes	5%	3%	5%	3%	4%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 33 Diet: Organic foods

Diet: Organic foods:

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	93%	92%	89% ↓	98% ↑	93%
Yes	7%	8%	11% ↑	2% ↓	7%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 34 Diet: None

Diet: None

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	34%	31%	33%	19% ↓	30%
Yes	66%	69%	67%	81% ↑	70%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 35 Diet: Other

Diet: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	85%	89%	84%	94% ↑	88%
Yes	15%	11%	16%	6% ↓	12%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

CHANGES TO DIET

Question 23: Thinking about the last 2 years, tell us how you might have modified your food consumption?

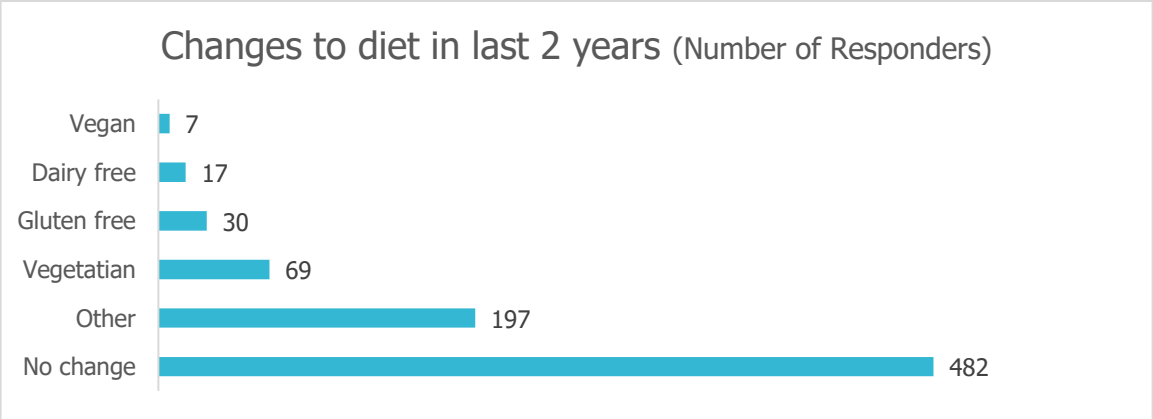


Table 36 Changes to diet

Changes to diet

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No change	60%	70% ↑	46% ↓	72% ↑	60%
Dairy free	1%	2%	4%	2%	2%
Vegetarian	10%	3% ↓	13% ↑	5%	9%
Gluten free	4%	2%	6%	2%	4%
Vegan	0%	1%	2%	0%	1%
Other	25%	22%	30%	19%	25%
NET	100%	100%	100%	100%	100%
Column n	245	154	241	162	802
Total sample; Unweighted; base n = 802; total n = 842; 40 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 37 Consumption changes: Smaller meals

Consumption changes: Smaller meals

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	41%	99% ↑	10% ↓	25% ↓	39%
Yes	59%	1% ↓	90% ↑	75% ↑	61%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 38 Consumption changes: Larger meals

Consumption changes: Larger meals

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	98%	100%	100% ↑	96% ↓	99%
Yes	2%	0%	0% ↓	4% ↑	1%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 39 Consumption changes: Less meals per day

Consumption changes: Less meals per day

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	84%	99% ↑	79% ↓	88%	86%
Yes	16%	1% ↓	21% ↑	12%	14%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 40 Consumption changes: More meals per day

Consumption changes: More meals per day

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	97%	100%	98%	98%	98%
Yes	3%	0%	2%	2%	2%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 41 Protein consumption: No change

Protein consumption: No change

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	67%	0% ↓	100% ↑	84% ↑	68%
Yes	33%	100% ↑	0% ↓	16% ↓	32%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 42 Protein consumption: Less meat

Protein consumption: Less meat

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	46%	58% ↑	33% ↓	44%	44%
Yes	54%	42% ↓	67% ↑	56%	56%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 43 Protein consumption: More meat

Protein consumption: More meat

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	97%	94%	95%	95%
Yes	5%	3%	6%	5%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 44 Protein consumption: Less dairy and eggs

Protein consumption: Less dairy and eggs

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	88%	97% ↑	86%	86%	89%
Yes	12%	3% ↓	14%	14%	11%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 45 Protein consumption: More dairy and eggs

Protein consumption: More dairy and eggs

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	79%	86%	75% ↓	87%	81%
Yes	21%	14%	25% ↑	13%	19%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 46 Protein consumption: Less pulses

Protein consumption: Less pulses

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	92%	99% ↑	92%	92%	93%
Yes	8%	1% ↓	8%	8%	7%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 47 Protein consumption: More pulses

Protein consumption: More pulses

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	75% ↑	66%	61% ↓	78% ↑	70%
Yes	25% ↓	34%	39% ↑	22% ↓	30%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 48 Protein consumption: Less nuts and seeds

Protein consumption: Less nuts and seeds

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	98%	96%	96%	96%
Yes	5%	2%	4%	4%	4%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 49 Protein consumption: More nuts and seeds

Protein consumption: More nuts and seeds

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	69%	73%	59% ↓	71%	67%
Yes	31%	27%	41% ↑	29%	33%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 50 Protein consumption: Other

Protein consumption: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	93%	97%	92%	95%	94%
Yes	7%	3%	8%	5%	6%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 51 Protein consumption: No change

Protein consumption: No change

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	80%	63% ↓	91% ↑	80%	80%
Yes	20%	37% ↑	9% ↓	20%	20%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 52 Meat preference: White meat

Meat preference: White meat

Column %	Segments FINAL1				
	Isolated	PHC	RHC	Disengaged	NET
No	61%	72% ↑	53% ↓	58%	60%
Yes	39%	28% ↓	47% ↑	42%	40%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 53 Meat preference: Fish and seafood

Meat preference: Fish and seafood

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	68%	76% ↑	56% ↓	77% ↑	68%
Yes	32%	24% ↓	44% ↑	23% ↓	32%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 54 Meat preference: Red meat

Meat preference: Red meat

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	68%	77%	65%	68%	69%
Yes	32%	23%	35%	32%	31%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 55 Fruit and veg consumption: More fruit

Fruit and veg consumption: More fruit

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	56%	64% ↑	44% ↓	58%	55%
Yes	44%	36% ↓	56% ↑	42%	45%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 56 Fruit and veg consumption: Less fruit

Fruit and veg consumption: Less fruit

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	88%	94%	87%	91%	89%
Yes	12%	6%	13%	9%	11%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 57 Fruit and veg consumption: More vegetables

Fruit and veg consumption: More vegetables

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	40%	53% ↑	21% ↓	44%	37%
Yes	60%	47% ↓	79% ↑	56%	63%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 58 Fruit and veg consumption: Less vegetables

Fruit and veg consumption: Less vegetables

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	96% ↓	99%	99%	98%	98%
Yes	4% ↑	1%	1%	2%	2%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 59 Fruit and veg consumption: No change

Fruit and veg consumption: No change

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	71%	53% ↓	87% ↑	67%	72%
Yes	29%	47% ↑	13% ↓	33%	28%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 60 Sugar, Salt, Fat (SSF) consumption: Less sugar

SSF consumption: Less sugar

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	31%	39% ↑	14% ↓	35% ↑	28%
Yes	69%	61% ↓	86% ↑	65% ↓	72%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 61 Sugar, Salt, Fat (SSF) consumption: More sugar

SSF consumption: More sugar

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	99%	100%	100%	97% ↓	99%
Yes	1%	0%	0%	3% ↑	1%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 62 Sugar, Salt, Fat (SSF) consumption: Less salt

SSF consumption: Less salt

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	57%	69% ↑	44% ↓	52%	55%
Yes	43%	31% ↓	56% ↑	48%	45%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 63 Sugar, Salt, Fat (SSF) consumption: More salt

SSF consumption: More salt

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	98%	99%	98%	98%	98%
Yes	2%	1%	2%	2%	2%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 64 Sugar, Salt, Fat (SSF) consumption: Less fat

SSF consumption: Less fat

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	60% ↑	66% ↑	47% ↓	48% ↓	55%
Yes	40% ↓	34% ↓	53% ↑	52% ↑	45%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 65 Sugar, Salt, Fat (SSF) consumption: More fat

SSF consumption: More fat

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	98%	92% ↓	98%	95%
Yes	5%	2%	8% ↑	2%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 66 Sugar, Salt, Fat (SSF) consumption: No change

SSF consumption: No change

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	77%	67% ↓	90% ↑	78%	79%
Yes	23%	33% ↑	10% ↓	22%	21%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 67 Grains and starches consumption: Less bread

Grains and starches consumption: Less bread

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	48%	72% ↑	36% ↓	57%	51%
Yes	52%	28% ↓	64% ↑	43%	49%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 68 Grains and starches consumption: More bread

Grains and starches consumption: More bread

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	96%	96%	92%	95%
Yes	5%	4%	4%	8%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 69 Grains and starches consumption: Less rice, potatoes and other starches

Grains and starches consumption: Less rice, potatoes and other starches

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	62%	78% ↑	57% ↓	76% ↑	66%
Yes	38%	22% ↓	43% ↑	24% ↓	34%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 70 Grains and starches consumption: More rice, potatoes and other starches

Grains and starches consumption: More rice, potatoes and other starches

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	96%	92%	89%	93%
Yes	5%	4%	8%	11%	7%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 71 Grains and starches consumption: No change

Grains and starches consumption: No change

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	66%	40% ↓	75% ↑	60%	62%
Yes	34%	60% ↑	25% ↓	40%	38%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

REASONS FOR DIET CHANGE

Question 24: Thinking about the changes you have made to your diet in the last 2 years, what are the main reasons that you made those changes?

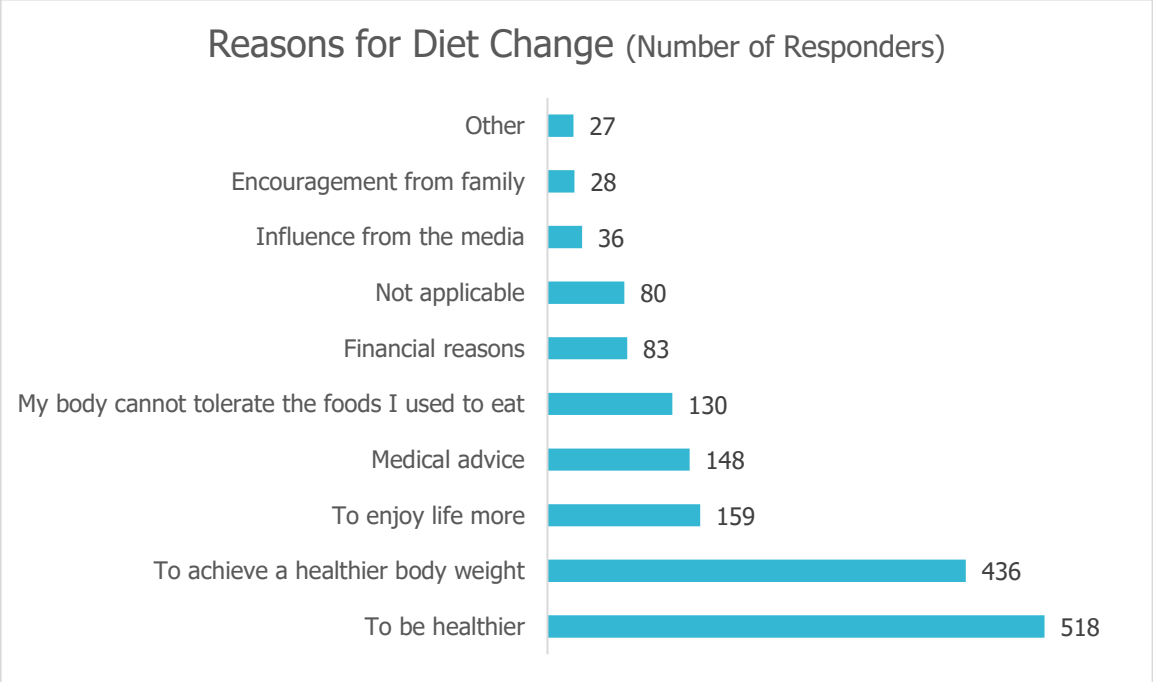


Table 72 Reasons for diet change: Medical advice

Reasons for diet change: Medical advice

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	84%	91% ↑	78% ↓	78%	82%
Yes	16%	9% ↓	22% ↑	22%	18%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 73 Reasons for diet change: To be healthier

Reasons for diet change: To be healthier

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	42%	42%	29% ↓	43%	38%
Yes	58%	58%	71% ↑	57%	62%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 74 Reasons for diet change: To achieve a healthier body weight

Reasons for diet change: To achieve a healthier body weight

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	52%	63% ↑	33% ↓	50%	48%
Yes	48%	37% ↓	67% ↑	50%	52%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 75 Reasons for diet change: Encouragement from family

Reasons for diet change: Encouragement from family

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	99%	97%	95%	95%	97%
Yes	1%	3%	5%	5%	3%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 76 Reasons for diet change: Influence from the media

Reasons for diet change: Influence from the media

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	97%	97%	94%	96%	96%
Yes	3%	3%	6%	4%	4%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 77 Reasons for diet change: To enjoy life more

Reasons for diet change: To enjoy life more

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	80%	88% ↑	75% ↓	85%	81%
Yes	20%	12% ↓	25% ↑	15%	19%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 78 Reasons for diet change: My body cannot tolerate the foods I used to eat

Reasons for diet change: My body cannot tolerate the foods I used to eat

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	82%	92% ↑	82%	84%	85%
Yes	18%	8% ↓	18%	16%	15%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 79 Reasons for diet change: Financial reasons

Reasons for diet change: Financial reasons

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	82% ↓	96% ↑	96% ↑	88%	90%
Yes	18% ↑	4% ↓	4% ↓	12%	10%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 80 Reasons for diet change: Not applicable

Reasons for diet change: Not applicable

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	91%	80% ↓	97% ↑	90%	90%
Yes	9%	20% ↑	3% ↓	10%	10%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 81 Reasons for diet change: Other

Reasons for diet change: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	97%	95%	97%	97%	97%
Yes	3%	5%	3%	3%	3%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

SOURCES OF FOOD ADVICE

Question 25: In the last 12 months, which of the following sources have you used to inform your food choices?

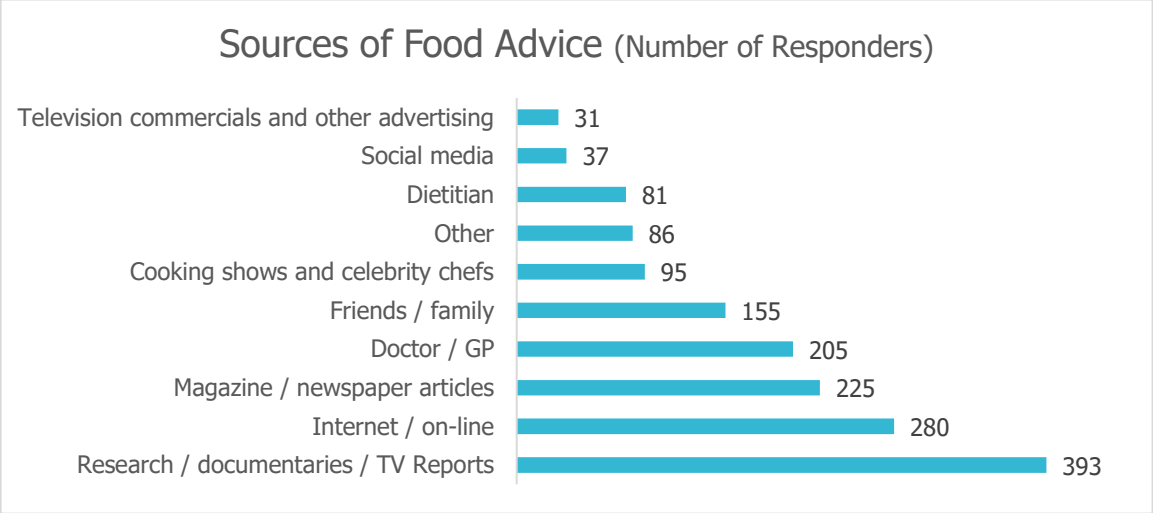


Table 82 Sources of food advice: Doctor/GP

Sources of food advice: Doctor / GP

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	78%	81%	71%	74%	76%
Yes	22%	19%	29%	26%	24%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 83 Sources of food advice: Dietitian

Sources of food advice: Dietitian

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	90%	97% ↑	88%	88%	90%
Yes	10%	3% ↓	12%	12%	10%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 84 Sources of food advice: Friends / Family

Sources of food advice: Friends / Family

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	84%	81%	81%	79%	82%
Yes	16%	19%	19%	21%	18%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 85 Sources of food advice: Magazine / newspaper articles

Sources of food advice: Magazine / newspaper articles

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	79% ↑	75%	67% ↓	74%	73%
Yes	21% ↓	25%	33% ↑	26%	27%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 86 Sources of food advice: Television commercials and other advertising

Sources of food advice: Television commercials and other advertising

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	97%	97%	96%	96%
Yes	5%	3%	3%	4%	4%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 87 Sources of food advice: Research / documentaries / TV reports

Sources of food advice: Research / documentaries / TV reports

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	53%	54%	45% ↓	65% ↑	53%
Yes	47%	46%	55% ↑	35% ↓	47%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 88 Sources of food advice: Cooking shows and celebrity chefs

Sources of food advice: Cooking shows and celebrity chefs

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	91%	89%	88%	86%	89%
Yes	9%	11%	12%	14%	11%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 89 Sources of food advice: Internet / on-line

Sources of food advice: Internet / on-line

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	73% ↑	63%	62%	68%	67%
Yes	27% ↓	37%	38%	32%	33%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 90 Sources of food advice: Social media (e.g. Facebook, Twitter etc.)

Sources of food advice: Social media (e.g. Facebook, Twitter etc.)

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	95%	96%	96%	96%
Yes	5%	5%	4%	4%	4%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 91 Sources of food advice: Other

Sources of food advice: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	85% ↓	91%	93%	91%	90%
Yes	15% ↑	9%	7%	9%	10%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

TRUSTED SOURCES OF INFORMATION

Question 26: Of the sources you have used in the last 12 months, which one do you consider to be the most trustworthy:

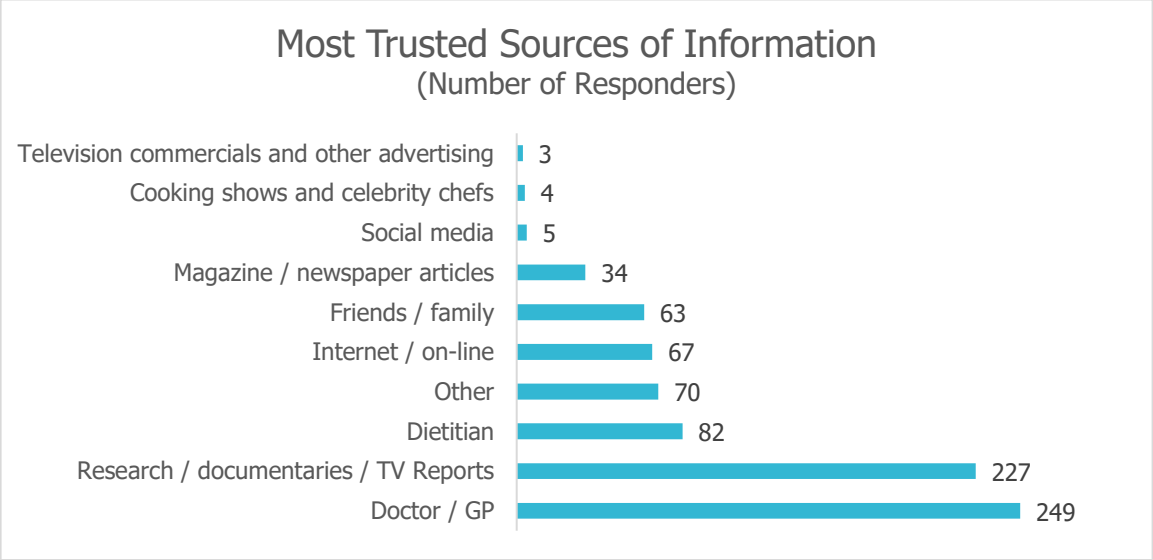


Table 92 Most trusted source of information

Most trusted source of information

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Cooking shows and celebrity chefs	6%	6%	2% ↓	5%	5%
Dietitian	8%	3% ↓	14% ↑	12%	10%
Doctor / GP	31%	24%	30%	34%	30%
Friends / family	7%	8%	8%	8%	8%
Internet / on-line	7%	10%	6%	10%	8%
Magazine / newspaper articles	2%	5%	4%	8% ↑	4%
Research / documentaries TV reports	25%	37% ↑	31%	15% ↓	27%
Social media	1%	0%	0%	2%	1%
Television commercials and other advertising	0%	1%	0%	1%	0%
Other	13% ↑	6%	6%	8%	8%
NET	100%	100%	100%	100%	100%
Column n	259	158	251	170	838
Total sample; Unweighted; base n = 838; total n = 842; 4 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

FOOD SHOPPING

Question 27: Which of the following statements best describes where and how you do your food shopping? I usually shop:

a) *Alone*
b) *With my partner*
c) *With a family member*
d) *With a carer*
e) *Someone else buys my groceries for me*

I usually:

a) *Buy my groceries at the super market/store*
b) *Order my groceries online and have them delivered*
c) *Order my groceries online and pick them up*

Table 93 How shop for food

How shop for food

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Alone	99% ↑	49% ↓	51% ↓	40% ↓	63%
With my partner	0% ↓	44% ↑	46% ↑	46% ↑	31%
With a family member	1%	3%	2%	4%	2%
Someone else buys my groceries	0% ↓	4%	1% ↓	9% ↑	3%
NET	100%	100%	100%	100%	100%
Column n	261	158	249	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 94 Where shop for food

Where shop for food

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Supermarket / store	99%	98%	99%	95% ↓	98%
Online	1%	2%	1%	5% ↑	2%
NET	100%	100%	100%	100%	100%
Column n	256	157	248	169	830
Total sample; Unweighted; base n = 830; total n = 842; 12 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

FOOD SHOPPING FREQUENCY

Question 28: How often do you buy your groceries?

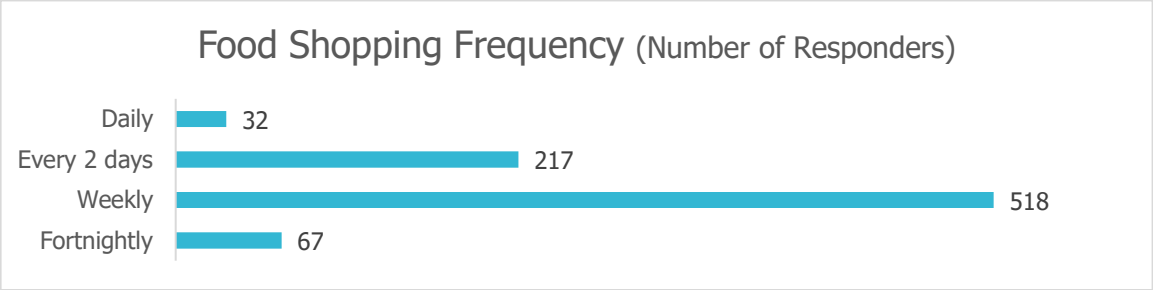


Table 95 Shopping frequency

Shopping frequency

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Daily	5%	4%	4%	2%	4%
Every 2 days	26%	27%	29%	21%	26%
Weekly	60%	64%	59%	68%	62%
Fortnightly	9%	6%	8%	9%	8%
NET	100%	100%	100%	100%	100%
Column n	258	158	249	169	834
Total sample; Unweighted; base n = 834; total n = 842; 8 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

FOOD DECISION DRIVERS

Question 29: How important do you consider each of the following factors to be when deciding your food choices?

Table 96 Food decision drivers: Nutritional benefit

Food decision drivers: Nutritional benefit

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	1%	1%	0%	1%	1%
2	3% ↑	0%	1%	1%	1%
3	8%	3% ↓	3% ↓	19% ↑	8%
4	26%	25%	22% ↓	45% ↑	28%
Very important	62%	71% ↑	74% ↑	34% ↓	62%
NET	100%	100%	100%	100%	100%
Column n	259	159	250	170	838
Total sample; Unweighted; base n = 838; total n = 842; 4 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 97 Food decision drivers: Locally made

Food decision drivers: Locally made

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	3%	3%	1%	2%	2%
2	3%	2%	2%	5%	3%
3	20%	14%	13%	22%	17%
4	32%	43%	35%	48% ↑	38%
Very important	43%	38%	50% ↑	23% ↓	40%
NET	100%	100%	100%	100%	100%
Column n	260	159	248	169	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 98 Food decision drivers: Brand

Food decision drivers: Brand

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	16%	13%	16%	12%	15%
2	12%	14%	16%	17%	15%
3	33%	39%	30%	40%	35%
4	24%	25%	23%	26%	24%
Very important	14%	10%	16%	5%	12%
NET	100%	100%	100%	100%	100%
Column n	258	157	251	170	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 99 Food decision drivers: Taste

Food decision drivers: Taste

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	0%	1%	0%	0%	0%
2	1%	0%	1%	1%	1%
3	7% ↑	1%	3%	4%	4%
4	25%	20% ↓	23%	46% ↑	28%
Very important	66%	78% ↑	73%	49% ↓	67%
NET	100%	100%	100%	100%	100%
Column n	258	158	249	170	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 100 Food decision drivers: Texture of food

Food decision drivers: Texture of food

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	1%	1%	4% ↑	1%	2%
2	4%	3%	4%	4%	3%
3	22%	16%	15% ↓	31% ↑	21%
4	33%	34%	28% ↓	45% ↑	34%
Very important	40%	47%	49% ↑	19% ↓	40%
NET	100%	100%	100%	100%	100%
Column n	255	158	251	171	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 101 Food decision drivers: Health claims

Food decision drivers: Health claims

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	9%	8%	4%	3%	6%
2	4%	4%	4%	6%	5%
3	24%	29%	24%	42% ↑	28%
4	38%	27%	31%	36%	34%
Very important	26%	31%	37% ↑	12% ↓	27%
NET	100%	100%	100%	100%	100%
Column n	258	157	251	170	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 102 Food decision drivers: Organic

Food decision drivers: Organic

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	18%	24%	19%	22%	20%
2	13%	17%	16%	23%	17%
3	33%	33%	32%	36%	33%
4	24%	17%	22%	15%	20%
Very important	13%	10%	12%	3% ↓	10%
NET	100%	100%	100%	100%	100%
Column n	260	157	249	170	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 103 Food decision drivers: Quality and Freshness

Food decision drivers: Quality and freshness

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	0%	0%	0%	0%	0%
2	2%	0%	0%	1%	1%
3	4%	1%	2%	2%	3%
4	16%	13%	9% ↓	32% ↑	17%
Very important	78%	86%	90% ↑	64% ↓	80%
NET	100%	100%	100%	100%	100%
Column n	258	158	250	170	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 104 Food decision drivers: Easy to chew and swallow

Food decision drivers: Easy to chew and swallow

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	20%	30%	29%	16%	24%
2	13%	15%	14%	18%	15%
3	31%	30%	23%	31%	28%
4	19%	15%	17%	24%	19%
Very important	17%	9%	17%	11%	14%
NET	100%	100%	100%	100%	100%
Column n	258	158	251	170	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 105 Food decision drivers: No artificial additives, preservatives or colourings

Food decision drivers: No artificial additives, preservatives or colourings

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	3%	4%	1%	2%	3%
2	6%	6%	4%	8%	6%
3	26%	21%	11% ↓	31% ↑	22%
4	25%	26%	29%	39% ↑	29%
Very important	40%	42%	55% ↑	20% ↓	41%
NET	100%	100%	100%	100%	100%
Column n	258	159	248	171	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 106 Food decision drivers: Low in sugar, fat or salt

Food decision drivers: Low in sugar, fat or salt

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	5% ↑	1%	1%	2%	3%
2	5%	8%	4%	6%	6%
3	20%	21%	15%	24%	19%
4	26%	27%	22% ↓	43% ↑	28%
Very important	44%	43%	59% ↑	25% ↓	44%
NET	100%	100%	100%	100%	100%
Column n	257	158	251	169	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 107 Food decision drivers: Price and special offers

Food decision drivers: Price and special offers

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	3%	1%	4%	3%	3%
2	5%	6%	4%	4%	5%
3	20%	29%	25%	25%	24%
4	36%	38%	31%	36%	35%
Very important	36%	25%	35%	33%	33%
NET	100%	100%	100%	100%	100%
Column n	259	158	250	169	836
Total sample; Unweighted; base n = 836; total n = 842; 6 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 108 Food decision drivers: Pack or portion sizes

Food decision drivers: Pack or portion sizes

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	6%	13%	10%	5%	8%
2	8%	12%	6%	11%	9%
3	30%	36%	32%	37%	33%
4	30%	25%	31%	35%	30%
Very important	26%	14%	21%	13%	19%
NET	100%	100%	100%	100%	100%
Column n	258	156	250	171	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 109 Food decision drivers: Products aimed at weight loss

Food decision drivers: Products aimed at weight loss

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	32%	47% ↑	33%	24% ↓	34%
2	17%	20%	17%	24%	19%
3	34%	23%	30%	36%	31%
4	11%	6%	12%	12%	11%
Very important	5%	4%	7%	4%	5%
NET	100%	100%	100%	100%	100%
Column n	260	159	251	170	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 110 Food decision drivers: Novelty

Food decision drivers: Novelty

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	58%	64%	62%	44% ↓	58%
2	24%	19%	17%	32% ↑	22%
3	14%	13%	19%	21%	17%
4	3%	3%	2%	2%	3%
Very important	0%	1%	1%	1%	1%
NET	100%	100%	100%	100%	100%
Column n	258	159	251	169	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 111 Food decision drivers: Familiarity

Food decision drivers: Familiarity

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	5%	8%	6%	4%	5%
2	7%	5%	8%	6%	7%
3	30%	34%	28%	34%	31%
4	39%	43%	41%	44%	41%
Very important	19%	10%	17%	12%	16%
NET	100%	100%	100%	100%	100%
Column n	259	159	249	171	838
Total sample; Unweighted; base n = 838; total n = 842; 4 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

PURCHASE STOPPERS

Question 30: When shopping for food, which of the following would stop you buying a certain product?

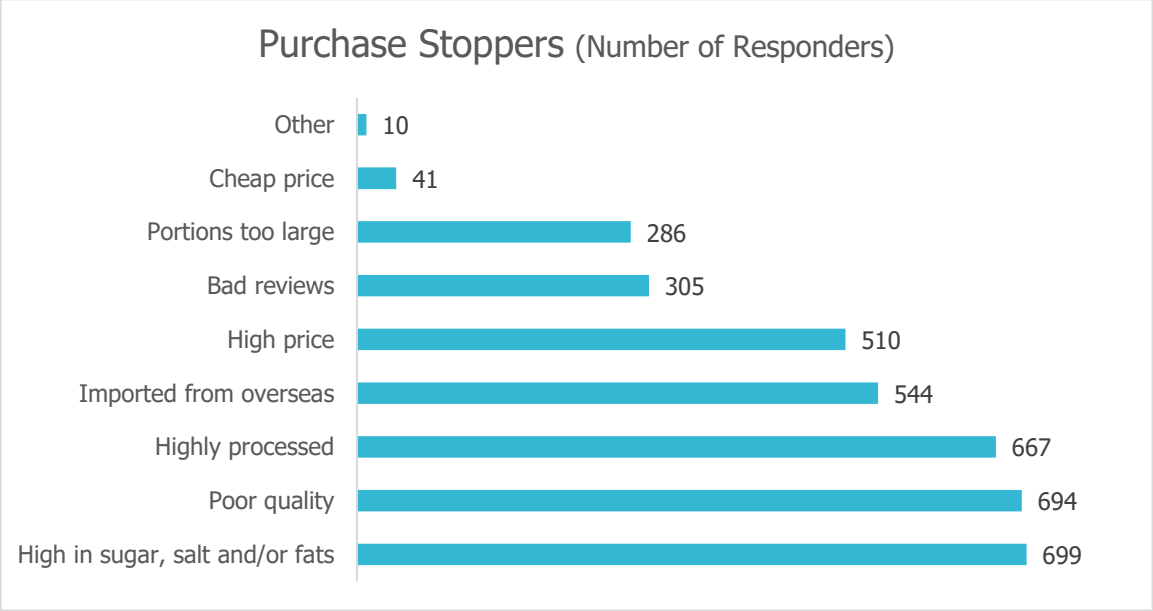


Table 112 Purchase stoppers: High in sugar, salt and/or fats

Purchase stoppers: High in sugar, salt and/or fats

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	23% ↑	11%	14%	19%	17%
Yes	77% ↓	89%	86%	81%	83%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 113 Purchase stoppers: Highly processed

Purchase stoppers: Highly processed

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	24%	18%	12% ↓	32% ↑	21%
Yes	76%	82%	88% ↑	68% ↓	79%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 114 Purchase stoppers: Poor quality

Purchase stoppers: Poor quality

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	20%	18%	14%	19%	18%
Yes	80%	82%	86%	81%	82%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 115 Purchase stoppers: High price

Purchase stoppers: High price

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	42%	42%	44%	27% ↓	39%
Yes	58%	58%	56%	73% ↑	61%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 116 Purchase stoppers: Cheap price

Purchase stoppers: Cheap price

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	95%	93%	96%	97%	95%
Yes	5%	7%	4%	3%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 117 Purchase stoppers: Bad reviews

Purchase stoppers: Bad reviews

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	68%	59%	59%	69%	64%
Yes	32%	41%	41%	31%	36%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 118 Purchase stoppers: Imported from overseas

Purchase stoppers: Imported from overseas

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	41%	40%	27% ↓	36%	35%
Yes	59%	60%	73% ↑	64%	65%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 119 Purchase stoppers: Portions too large

Purchase stoppers: Portions too large

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	59% ↓	75% ↑	63%	73% ↑	66%
Yes	41% ↑	25% ↓	37%	27% ↓	34%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 120 Purchase stoppers: Other

Purchase stoppers: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	98%	99%	99%	99%	99%
Yes	2%	1%	1%	1%	1%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

ATTITUDES

Question 31: Please rate how important or not important the following is to you:

a) *Eating healthy meals*
b) *Preparing your own meals*
c) *Exercising*
d) *Eating socially with friends*
e) *Eating socially with family*
f) *Eating out*

Table 121 Attitudes: Eating healthy meals

Attitudes: Eating healthy meals					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	0%	0%	0%	0%	0%
2	1%	0%	0%	1%	0%
3	6%	0% ↓	0% ↓	15% ↑	5%
4	28%	20% ↓	13% ↓	64% ↑	30%
Very important	65%	80% ↑	87% ↑	20% ↓	65%
NET	100%	100%	100%	100%	100%
Column n	259	157	250	171	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 122 Attitudes: Preparing your own meals

Attitudes: Preparing your own meals					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	5% ↑	0% ↓	0% ↓	3%	2%
2	5% ↑	0% ↓	0% ↓	4%	3%
3	18% ↑	4% ↓	2% ↓	22% ↑	11%
4	35%	38%	27% ↓	60% ↑	38%
Very important	36% ↓	58% ↑	70% ↑	11% ↓	45%
NET	100%	100%	100%	100%	100%
Column n	257	158	250	170	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 123 Attitudes: Exercising

Attitudes: Exercising					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	2%	0%	0% ↓	5% ↑	2%
2	5%	4%	1% ↓	4%	3%
3	16%	11%	10% ↓	29% ↑	16%
4	27%	27%	20% ↓	48% ↑	29%
Very important	50%	58% ↑	70% ↑	14% ↓	50%
NET	100%	100%	100%	100%	100%
Column n	259	159	251	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 124 Attitudes: Eating socially with friends

Attitudes: Eating socially with friends by BANNER 2					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	13% ↑	3%	3% ↓	10%	8%
2	10%	10%	6% ↓	23% ↑	12%
3	30%	34%	30%	39%	33%
4	30%	35%	33%	25%	31%
Very important	16%	18%	28% ↑	3% ↓	17%
NET	100%	100%	100%	100%	100%
Column n	260	159	250	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 125 Attitudes: Eating socially with family

Attitudes: Eating socially with family					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	15% ↑	1% ↓	0% ↓	5%	6%
2	12% ↑	3%	2% ↓	7%	6%
3	18%	15%	16%	33% ↑	20%
4	32%	42%	36%	42%	37%
Very important	23% ↓	40% ↑	46% ↑	13% ↓	31%
NET	100%	100%	100%	100%	100%
Column n	259	159	250	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 126 Attitudes: Eating out

Attitudes: Eating out					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	25%	18%	22%	20%	22%
2	22%	28%	20%	31%	25%
3	33%	36%	39%	32%	35%
4	18%	14%	14%	16%	16%
Very important	3%	4%	4%	1%	3%
NET	100%	100%	100%	100%	100%
Column n	260	159	249	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

DIETARY SUPPLIEMENTS

Question 32: Do you currently take any dietary supplements like vitamins, minerals

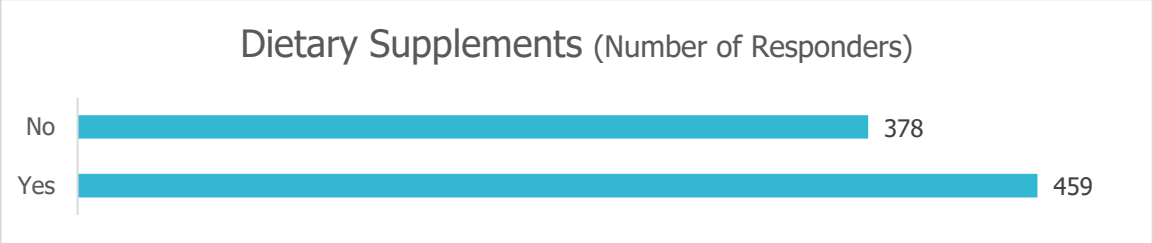


Table 127 Use dietary supplements

Use dietary supplements					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	41%	50%	46%	47%	45%
Yes	59%	50%	54%	53%	55%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Question 33: If "Yes" What supplements are you currently taking?
Data not provided. Can be made available on request.

ADDED ESSENTIAL NUTRIENTS – LIKELIHOOD TO BUY

Question 34: How likely would you be to buy foods that have added essential nutrients (such as vitamins and minerals) that older people require for health ageing?

Table 128 Likelihood to buy foods with added nutrients

Likelihood to buy foods with added nutrients					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	16%	20%	15%	16%	16%
2	11%	11%	9%	11%	10%
Neither	35%	44%	40%	44%	40%
4	26%	19%	25%	27%	24%
Very likely	12%	6%	12%	3% ↓	9%
NET	100%	100%	100%	100%	100%
Column n	257	159	251	170	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

PROTECTION AGAINST HEALTH CONDITIONS - LIKELIHOOD TO BUY

Question 35: How likely would you be to buy a product that helped protect against each of the following health conditions?

Table 129a Likelihood to buy (flattened): Product for Diabetes

Likelihood to buy (flattened): Product for Diabetes					
Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	11%	12%	9%	7%	10%
2	6%	7%	4%	5%	5%
Neither	28%	30%	28%	33%	29%
4	28%	28%	25%	33%	28%
Very likely	28%	23%	34%	22%	28%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129b Likelihood to buy (flattened): Product for Heart Conditions

Likelihood to buy (flattened): Product for Heart conditions

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	8%	7%	3%	3%	5%
2	4%	5%	4%	4%	4%
Neither	23%	24%	16% ↓	31% ↑	23%
4	31%	35%	35%	43%	35%
Very likely	35%	29%	41% ↑	20% ↓	33%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129c Likelihood to buy (flattened): Product for Decline in Cognitive Function

Likelihood to buy (flattened): Product for Decline in cognitive function

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	5%	8%	4%	2%	4%
2	4%	2%	1%	3%	3%
Neither	15%	21%	15%	29% ↑	19%
4	31%	34%	30%	39%	33%
Very likely	45%	35%	51% ↑	27% ↓	41%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129d Likelihood to buy (flattened): Product for Dementia and Alzheimer's

Likelihood to buy (flattened): Product for Dementia and Alzheimer's

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	6%	6%	3%	1%	4%
2	4%	1%	2%	5%	3%
Neither	17%	21%	16%	27% ↑	19%
4	24%	34%	24%	34%	28%
Very likely	49%	37%	55% ↑	33% ↓	46%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129e Likelihood to buy (flattened): Product for Decline in bone health

Likelihood to buy (flattened): Product for Decline in bone health

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	5%	5%	2%	2%	3%
2	3%	2%	1%	4%	2%
Neither	14%	16%	12%	24% ↑	16%
4	30%	36%	25%	38%	31%
Very likely	48%	40%	59% ↑	33% ↓	47%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129f Likelihood to buy (flattened): Product for Skin and hair problems

Likelihood to buy (flattened): Product for Skin and hair problems

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	8%	9%	4%	5%	6%
2	7%	6%	4%	5%	5%
Neither	25%	37%	29%	39%	32%
4	33%	28%	31%	34%	32%
Very likely	27%	20%	31% ↑	16% ↓	25%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129g Likelihood to buy (flattened): Product for Reduced vitality and loss of energy

Likelihood to buy (flattened): Product for Reduced vitality and loss of energy

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	7%	9%	4%	4%	6%
2	6%	3%	3%	5%	4%
Neither	21%	31%	24%	28%	25%
4	30%	31%	28%	46% ↑	33%
Very likely	36%	25%	41% ↑	18% ↓	32%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129h Likelihood to buy (flattened): Product for Chewing and swallowing difficulties

Likelihood to buy (flattened): Product for Chewing and swallowing difficulties

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	20%	25%	21%	15%	20%
2	11%	9%	6%	7%	8%
Neither	33%	42%	34%	46%	38%
4	22%	10% ↓	21%	21%	19%
Very likely	15%	14%	18%	11%	15%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 129i Likelihood to buy (flattened): Product for High or low blood pressure

Likelihood to buy (flattened): Product for High or low blood pressure

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	9%	12%	6%	5%	8%
2	6%	5%	4%	4%	5%
Neither	29%	31%	25%	31%	29%
4	24%	26%	29%	41% ↑	29%
Very likely	32%	26%	36% ↑	18% ↓	29%
NET	100%	100%	100%	100%	100%
Column n	253	156	248	163	820
Total sample; Unweighted; base n = from 820 to 839; total n = 842; 22 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 130 – Not Applicable

NUTRITIONAL SNACKS

Question 36: How likely would you be to eat a specially designed snack food that supports your body's nutritional requirements?

Table 131 Likelihood to eat snacks that support nutritional requirements

Likelihood to eat snacks that support nutritional requirements

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	20%	22%	23%	17%	21%
2	12%	8%	10%	9%	10%
Neither	28%	36%	28%	33%	31%
4	23%	23%	24%	31%	25%
Very likely	18%	10%	15%	10%	14%
NET	100%	100%	100%	100%	100%
Column n	259	159	251	169	838
Total sample; Unweighted; base n = 838; total n = 842; 4 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

PACKAGING CONSIDERATIONS

Question 37: When deciding which foods to buy, how important are each of the following considerations?

Table 132 Packaging considerations: Packaging is able to be recycled

Packaging considerations: Packaging is able to be recycled

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	4%	7%	3%	4%	4%
2	3%	4%	2%	5%	4%
3	19%	16%	14%	30% ↑	19%
4	29%	28%	29%	39%	31%
Very important	44%	45%	51% ↑	22% ↓	42%
NET	100%	100%	100%	100%	100%
Column n	259	159	251	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 133 Packaging considerations: Packaging is biodegradable

Packaging considerations: Packaging is biodegradable

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	5%	8%	2%	4%	4%
2	3%	4%	1%	5%	3%
3	20%	15%	14%	28% ↑	19%
4	27%	29%	27%	36%	29%
Very important	45%	45%	55% ↑	26% ↓	44%
NET	100%	100%	100%	100%	100%
Column n	260	159	249	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 134 Packaging considerations: Packaging is easy for me to open

Packaging considerations: Packaging is easy for me to open

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	8%	16% ↑	7%	8%	9%
2	7%	8%	5%	10%	7%
3	18%	28%	22%	26%	23%
4	24%	17% ↓	27%	33% ↑	26%
Very important	42% ↑	31%	39%	22% ↓	35%
NET	100%	100%	100%	100%	100%
Column n	259	158	251	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 135 Packaging considerations: Environmentally sustainable sourcing of packaging materials

Packaging considerations: Environmentally sustainable sourcing of packaging materials

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	4%	6%	3%	5%	4%
2	4%	4%	2%	6%	4%
3	17%	14%	14%	30% ↑	18%
4	27%	31%	30%	34%	30%
Very important	48%	44%	51% ↑	25% ↓	44%
NET	100%	100%	100%	100%	100%
Column n	260	159	249	169	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 136 Packaging considerations: Packaging that maintains the food's freshness

Packaging considerations: Packaging that maintains the food's freshness

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	2%	1%	1%	1%	1%
2	2%	1%	1%	2%	1%
3	15% ↑	7%	6% ↓	14%	11%
4	26%	28%	26%	46% ↑	30%
Very important	55%	63%	66% ↑	37% ↓	56%
NET	100%	100%	100%	100%	100%
Column n	260	159	250	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 137 Packaging considerations: Packaging that increases the safety and storage life of food

Packaging considerations: Packaging that increases the safety and storage life of food

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not important	3%	3%	2%	1%	2%
2	2%	3%	3%	3%	3%
3	17%	11%	11%	21%	15%
4	28%	30%	27%	47% ↑	32%
Very important	49%	54%	57% ↑	27% ↓	48%
NET	100%	100%	100%	100%	100%
Column n	258	159	249	171	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

PREFERRED PACKAGING MATERIAL

Question 38: When considering which food to buy, how appealing are each of the following types of packaging?

Table 138 Preferred packaging material: Plastic

Preferred packaging material: Plastic

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	43%	34%	44%	27% ↓	38%
2	19%	24%	18%	22%	20%
3	34%	36%	29% ↓	48% ↑	36%
4	3%	4%	7%	3%	5%
Very appealing	0%	2%	2%	1%	1%
NET	100%	100%	100%	100%	100%
Column n	258	159	249	171	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 139 Preferred packaging material: Glass

Preferred packaging material: Glass

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	2%	0%	1%	3%	2%
2	2%	4%	3%	2%	3%
3	30%	28%	15% ↓	31%	25%
4	36%	37%	42%	47%	40%
Very appealing	29%	30%	39% ↑	17% ↓	30%
NET	100%	100%	100%	100%	100%
Column n	258	158	247	170	833
Total sample; Unweighted; base n = 833; total n = 842; 9 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 140 Preferred packaging material: Foil

Preferred packaging material: Foil

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	17%	18%	12%	6% ↓	13%
2	16%	10%	16%	16%	15%
3	53%	58%	47%	60%	54%
4	14%	13%	22%	17%	17%
Very appealing	0%	2%	3%	1%	2%
NET	100%	100%	100%	100%	100%
Column n	258	158	250	171	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 141 Preferred packaging material: Cardboard and paper

Preferred packaging material: Cardboard and paper

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	2%	2%	3%	1%	2%
2	6%	5%	4%	5%	5%
3	40%	39%	29% ↓	46%	38%
4	33%	34%	41%	34%	36%
Very appealing	19%	20%	23%	13%	19%
NET	100%	100%	100%	100%	100%
Column n	258	159	251	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 142 Preferred packaging material: Cans

Preferred packaging material: Cans

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	8% ↑	4%	5%	2%	5%
2	8%	6%	9%	6%	8%
3	43%	52%	32% ↓	50%	43%
4	31%	28%	37%	33%	32%
Very appealing	10%	11%	17% ↑	9%	12%
NET	100%	100%	100%	100%	100%
Column n	259	159	251	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

PACKAGING MESSAGES PREFERENCES

Question 39: What messages attract you to a product?

Table 143 Packaging message preferences: Nutritional content

Packaging message preferences: Nutritional content

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	3%	1%	2%	4%	2%
2	1%	4%	1%	4%	2%
3	18%	16%	11% ↓	26% ↑	17%
4	42%	42%	37%	53% ↑	43%
Very appealing	36%	36%	48% ↑	13% ↓	35%
NET	100%	100%	100%	100%	100%
Column n	257	159	246	171	833
Total sample; Unweighted; base n = 833; total n = 842; 9 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 144 Packaging message preferences: Improved lifestyle

Packaging message preferences: Improved lifestyle

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	13%	15%	14%	13%	14%
2	10%	13%	11%	14%	12%
3	40%	44%	38%	47%	42%
4	26%	20%	23%	24%	24%
Very appealing	11%	8%	14% ↑	2% ↓	9%
NET	100%	100%	100%	100%	100%
Column n	256	158	250	171	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 145 Packaging message preferences: Improved health

Packaging message preferences: Improved health

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	5%	8%	4%	4%	5%
2	4%	4%	4%	6%	4%
3	26%	27%	18% ↓	34% ↑	25%
4	40%	36%	42%	46%	41%
Very appealing	24%	25%	33% ↑	11% ↓	24%
NET	100%	100%	100%	100%	100%
Column n	259	159	250	169	837
Total sample; Unweighted; base n = 837; total n = 842; 5 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 146 Packaging message preferences: Natural product

Packaging message preferences: Natural product

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	3%	3%	1%	2%	2%
2	1%	3%	3%	4%	3%
3	15%	20%	12%	27% ↑	17%
4	36%	32%	30%	46% ↑	36%
Very appealing	45%	42%	53% ↑	21% ↓	42%
NET	100%	100%	100%	100%	100%
Column n	260	157	249	169	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 147 Packaging message preferences: Quality and freshness

Packaging message preferences: Quality and freshness

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	1%	0%	0%	1%	1%
2	1%	1%	0%	0%	0%
3	1%	3%	2%	8% ↑	3%
4	27%	24%	17% ↓	48% ↑	28%
Very appealing	70%	72%	80% ↑	43% ↓	68%
NET	100%	100%	100%	100%	100%
Column n	259	159	251	171	840
Total sample; Unweighted; base n = 840; total n = 842; 2 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 148 Packaging message preferences: Reminders of the past

Packaging message preferences: Reminders of the past

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	18%	22%	19%	15%	18%
2	15%	11%	14%	19%	15%
3	39%	48%	40%	44%	42%
4	22%	11%	20%	20%	19%
Very appealing	7%	8%	6%	2%	6%
NET	100%	100%	100%	100%	100%
Column n	259	157	250	169	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 149 Packaging message preferences: For my age group

Packaging message preferences: For my age group

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	21%	31%	20%	21%	23%
2	12%	10%	10%	13%	11%
3	36%	40%	46%	46%	42%
4	20%	10%	14%	18%	16%
Very appealing	11%	9%	10%	2% ↓	9%
NET	100%	100%	100%	100%	100%
Column n	259	159	249	168	835
Total sample; Unweighted; base n = 835; total n = 842; 7 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 150 Packaging message preferences: Reliability of brand

Packaging message preferences: Reliability of brand

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	4%	3%	4%	1%	3%
2	5%	1%	5%	4%	4%
3	18%	26%	21%	25%	22%
4	40%	42%	35%	54% ↑	42%
Very appealing	33%	27%	36%	18% ↓	30%
NET	100%	100%	100%	100%	100%
Column n	259	159	250	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 151 Packaging message preferences: Value for money

Packaging message preferences: Value for money

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	2%	0%	2%	1%	1%
2	2%	0%	2%	1%	2%
3	6% ↓	18% ↑	12%	9%	11%
4	35%	33%	32%	47% ↑	36%
Very appealing	55%	49%	52%	42%	50%
NET	100%	100%	100%	100%	100%
Column n	259	159	250	171	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 152 Packaging message preferences: Better experience (taste, smell, texture)

Packaging message preferences: Better experience (taste, smell, texture)

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Not appealing	2%	2%	2%	2%	2%
2	1%	1%	2%	2%	1%
3	16%	23%	14%	17%	17%
4	38%	31%	39%	52% ↑	40%
Very appealing	43%	43%	44%	27% ↓	40%
NET	100%	100%	100%	100%	100%
Column n	260	159	250	170	839
Total sample; Unweighted; base n = 839; total n = 842; 3 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

POTATOE PRODUCT MESSAGE APPEAL

Questions 40 and 42 of the survey were added at the request of Potatoes SA

Question 40: If there was a new range of potato-based food products designed to be highly nutritious to support health, wellbeing and positive lifestyles, what messages would attract you to buy from this range? Please select all that apply.

Table 153 Potato product message appeal: Nutritional benefit

Potato product message appeal: Nutritional benefit

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	43%	41%	37%	39%	40%
Yes	57%	59%	63%	61%	60%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 154 Potato product message appeal: Nutritional content

Potato product message appeal: Nutritional content

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	59%	47%	50%	58%	54%
Yes	41%	53%	50%	42%	46%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 155 Potato product message appeal: Improved lifestyle

Potato product message appeal: Improved lifestyle

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	91%	91%	86%	91%	89%
Yes	9%	9%	14%	9%	11%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 156 Potato product message appeal: Improved health

Potato product message appeal: Improved health

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	63%	64%	53%	55%	59%
Yes	37%	36%	47%	45%	41%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 157 Potato product message appeal: Connecting with people/socialising

Potato product message appeal: Connecting with people/socialising

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	98%	97%	98%	99%	98%
Yes	2%	3%	2%	1%	2%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 158 Potato product message appeal: Natural product

Potato product message appeal: Natural product

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	48%	42%	39%	47%	44%
Yes	52%	58%	61%	53%	56%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 159 Potato product message appeal: Reduces food waste

Potato product message appeal: Reduces food waste

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	72%	70%	63%	69%	69%
Yes	28%	30%	37%	31%	31%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 160 Potato product message appeal: Quality and freshness

Potato product message appeal: Quality and freshness

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	49%	44%	41%	43%	45%
Yes	51%	56%	59%	57%	55%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 161 Potato product message appeal: Reminders of the past

Potato product message appeal: Reminders of the past

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	97%	97%	98%	96%	97%
Yes	3%	3%	2%	4%	3%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 162 Potato product message appeal: For my age group

Potato product message appeal: For my age group

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	96%	99% ↑	92% ↓	95%	95%
Yes	4%	1% ↓	8% ↑	5%	5%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 163 Potato product message appeal: For all generations

Potato product message appeal: For all generations

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	91%	89%	91%	92%	91%
Yes	9%	11%	9%	8%	9%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 164 Potato product message appeal: Reliability of brand

Potato product message appeal: Reliability of brand

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	85%	86%	84%	83%	84%
Yes	15%	14%	16%	17%	16%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 165 Potato product message appeal: Value for money

Potato product message appeal: Value for money

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	69%	67%	66%	60%	66%
Yes	31%	33%	34%	40%	34%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 166 Potato product message appeal: Better experience (taste, small, texture)

Potato product message appeal: Better experience (taste, small, texture)

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	78%	80%	80%	77%	79%
Yes	22%	20%	20%	23%	21%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 167 Potato product message appeal: Other

Potato product message appeal: Other

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
No	91%	92%	96%	97%	94%
Yes	9%	8%	4%	3%	6%
NET	100%	100%	100%	100%	100%
Column n	261	159	251	171	842
Total sample; Unweighted; base n = 842					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

LIKELIHOOD TO BUY MESSAGING - POTATO

Question 41: How likely would you be to buy a new food claiming to be:

a) *Nutrient dense*
b) *Energy dense*
c) *High in protein*

Table 168a Likelihood to buy messaging Potato: Nutrient Dense

Likelihood to buy messaging Potato (flattened): Nutrient Dense

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	13%	16%	9%	9%	12%
2	8%	5%	8%	9%	8%
Neither	45%	49%	45%	54%	47%
4	26%	22%	28%	25%	26%
Very Likely	8%	8%	10%	2%	8%
NET	100%	100%	100%	100%	100%
Column n	257	157	249	170	833
Total sample; Unweighted; base n = from 833 to 838; total n = 842; 9 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 168b Likelihood to buy messaging Potato: Energy Dense

Likelihood to buy messaging Potato (flattened): Energy Dense

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	19%	22%	15%	13%	17%
2	9%	12%	12%	16%	12%
Neither	47%	44%	44%	45%	45%
4	19%	16%	23%	24%	21%
Very Likely	6%	6%	6%	2%	5%
NET	100%	100%	100%	100%	100%
Column n	257	157	249	170	833
Total sample; Unweighted; base n = from 833 to 838; total n = 842; 9 missing					
Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)					

Table 168c Likelihood to buy messaging Potato: High in Protein

Likelihood to buy messaging Potato (flattened): High in Protein

Column %	Segments FINAL1				
	Isolated	**PHC**	**RHC**	**Disengaged**	NET
Unlikely	12%	13%	6%	6%	9%
2	6%	7%	8%	6%	7%
Neither	27%	33%	23%	40% ↑	29%
4	36%	30%	42%	40%	38%
Very Likely	19%	17%	20%	8% ↓	17%
NET	100%	100%	100%	100%	100%
Column n	257	157	249	170	833

Total sample; Unweighted; base n = from 833 to 838; total n = 842; 9 missing

Multiple comparison correction: False Discovery Rate (FDR) (p = 0.05)